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I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on: June 12, 2008. Name: Scott A. Timmerman - Reg. No. 55,678.

Signature: /Scott A. Timmerman/

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Elliot Yasnovsky et al.

Appln. No.: 10/700,837

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM
FOR SELLING
ADVERTISING

BHGL Ref. No: 12729-38
(Y00239US01)

Examiner: Namrata Boveja

Art Unit: 3622

Confirmation No. 5781

SECOND SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

In accordance with the duty of disclosure under 37 C.F.R. §1.56 and §§1.97-1.98, and more particularly in accordance with 37 C.F.R. §1.97(c), Applicants hereby cite the following reference:

U.S. PATENT DOCUMENTS		
DOCUMENT NO.	DATE	NAME
US 6,983,280 B2	01/03/2006	Cheung et al.

Applicants are enclosing Form PTO-1449 (one sheet), along with a copy of the listed reference for which a copy is required under 37 C.F.R. §1.98(a)(2). As the listed reference is in English, no further commentary is believed to be necessary, 37 C.F.R. §1.98(a)(3). Applicants respectfully request the Examiner's consideration of the above reference and entry thereof into the record of this application.

By submitting this Statement, Applicants are attempting to fully comply with the duty of candor and good faith mandated by 37 C.F.R. §1.56. As such, this Statement is

not intended to constitute an admission that the enclosed reference, or other information referred to therein, constitutes "prior art" or is otherwise "material to patentability," as that phrase is defined in 37 C.F.R. §1.56(a).

Applicants have calculated a processing fee in the amount of \$180.00 to be due under 37 C.F.R. §1.17(p) in connection with the filing of this Information Disclosure Statement. Applicants have enclosed a check covering this fee, or authorized charging the fee to a deposit account or credit card, as indicated in the Transmittal accompanying this Information Disclosure Statement.

Respectfully submitted,

June 12, 2008

Date

/Scott A. Timmerman/

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